

Preventing Violence – Healthy Eating Active Living

Recognizing violence as a barrier to physical activity in urban communities: Community-based crime prevention strategies to reduce the threat of violence in neighborhood public spaces

Funded by the National Convergence Partnership

**Community Health Improvement Partners
July 23, 2010**

Preventing Violence – Healthy Eating Active Living

Community Health Improvement Partners
Chula Vista, California - San Diego County,

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EXECUTIVE SUMMARY

Healthy eating and active living has become a national priority, but when people don't feel safe in their communities, they are less likely to use local parks, access public transportation, or let their children walk to school or play outside. Across the country, healthy food and activity leaders have identified violence and the fear of violence as major roadblocks to the success of chronic disease prevention strategies.

Until now, very little research on the impact of community violence on healthy eating and activity--and potential solutions--has been done. Prevention Institute's recently released report, [*Addressing the Intersection: Preventing Violence and Promoting Healthy Eating and Active Living*](#), finds that we must prevent violence if we are to be successful in preventing chronic disease. The Kaiser Permanente-funded report conducted interviews with community advocates as well as strategy sessions with national experts. **The final product makes a compelling case for embedding safety strategies into community efforts to promote healthy eating and physical activity.**

Building on the findings and recommendations in [*Addressing the Intersection*](#), Prevention Institute is coordinating an innovative pilot program funded by the Convergence Partnership (which includes funders from Kellogg, Robert Wood Johnson Foundation, The California Endowment and others). Six neighborhoods in cities across the country (Chula Vista, CA; Denver, CO; Detroit, MI; Louisville, KY; Oakland, CA; and Philadelphia, PA) are developing approaches that incorporate safety strategies into healthy eating and activity approaches. Community teams have engaged representatives from multiple sectors, including healthy eating and active living advocates, groups focused on preventing violence, public health departments, local government, and youth, to develop successful strategies for their neighborhoods. As they develop new and diverse partnerships, these community teams are setting a new standard for collaboration. Over the next 18 months, the community teams will pursue neighborhood-level environmental and policy changes that support healthy people living in safe, healthy places.

Chula Vista, CA: In Western Chula Vista, rates of violence and risk factors for chronic disease are significantly higher than for other residents in the region. The Western Chula Vista community team aims to increase community capacity and engage community members in advocating for improved safe public spaces that support physical activity in areas highly impacted by violence. To achieve this goal the community team, in close partnership with youth, community adults and partner organizations, conducted assessments at 6 locations in Western Chula Vista, and participated in informational meetings with elected officials, city departments, and staff to communicate needs for improvement in their community. The team recommended physical design improvements and policy changes to improve safety and promote physical activity in the neighborhood. The West Chula Vista community team anticipates that their advocacy efforts will lead to infrastructure and landscaping improvements, increased lighting, and the integration of culturally-appropriate designs in public venues to support physical activity. Their advocacy efforts will also increase the capacity of decision makers to understand the ways that changes to the built environment can support safety and health.

Participating Chula Vista organizations

- Community Health Improvement Partners
- Institute for Public Strategies, Inc.
- Health & Human Services Agency - South Region
- Walk San Diego
- Network for a Healthy California
- Chula Vista Police Department

Youth Voices 4 Solutions



a project facilitated by:
**COMMUNITY HEALTH
IMPROVEMENT PARTNERS**
making a difference together



COMMUNITY BASED CRIME PREVENTION!

1

Preventing Violence - Healthy Eating Active Living (HEAL)

- Funded by **National** Convergence Partnership
 - Explores the nexus between obesity and violence prevention
- 6 demonstration sites across the nation
 - Louisville, KY; Detroit, MI; Denver, CO; Philadelphia, PA; Oakland & Chula Vista, CA
- Collaboration includes youth, CBOs, the public health department, obesity prevention advocates, violence prevention advocates
- Target area: Western Chula Vista
- Assessment of 6 locations with crime concerns: 2 parks, 1 neighborhood, 3 trolley stations

2

Jane Jacobs, in her visionary work entitled, "Death and Life of Great American Cities", poses the importance of human contact to fight against urban insecurity.

Jacobs, as the forerunner of CPTED, affirmed the need for building cities to foster human integration. She upheld that sidewalks and public spaces like Town Squares need to stop being abstract areas, and instead, become meeting grounds for positive human contact.

3

Youth Recommendations based on CPTED principles

What is Crime Prevention Through Environmental Design (CPTED)?

- A crime prevention strategy that promotes the proper design and effective use of the built environment, which can lead to:
 - Reduced Criminal Activity
 - A Reduction of the Fear of Crime
 - Improved Quality of Life

4

CPTED Around the World



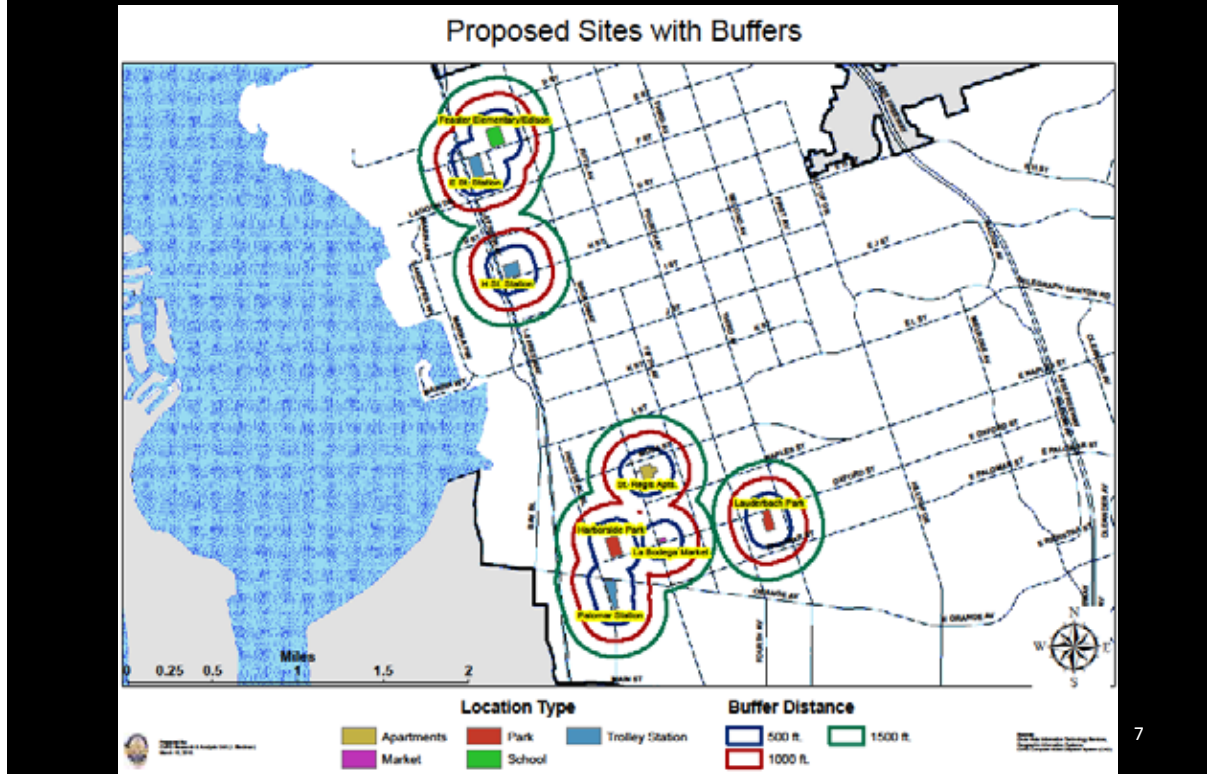
CPTED Strategies & Concepts

1. **Natural Access Control**—How people get into & out of an area
2. **Natural Surveillance**—Create opportunities for people to watch an area
3. **Natural Territorial Reinforcement**—How people show they own or care for an area
4. **Image & Maintenance**—How people perceive & protect an area

COMMUNITY BASED CRIME PREVENTION!

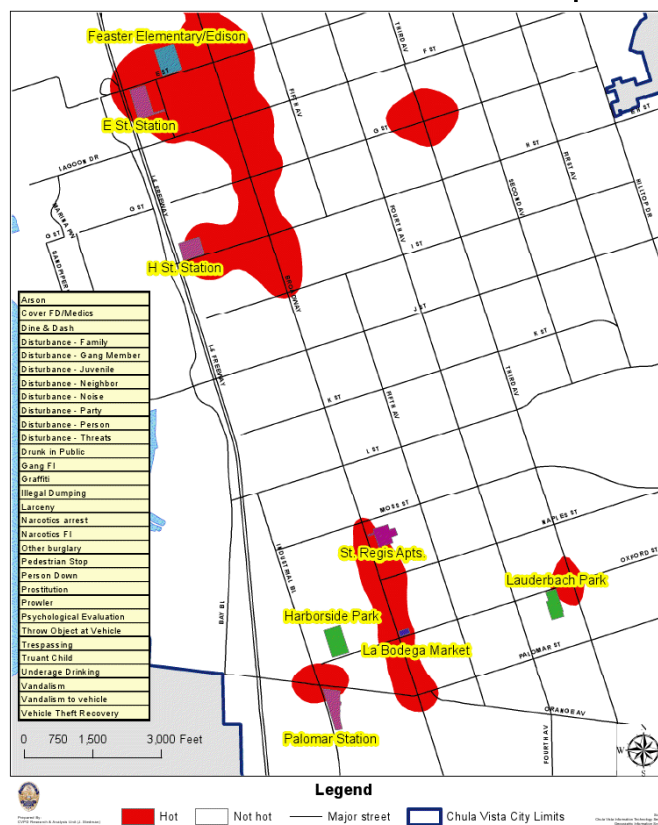
Data Collection Targeting

6 PROPOSED SITES



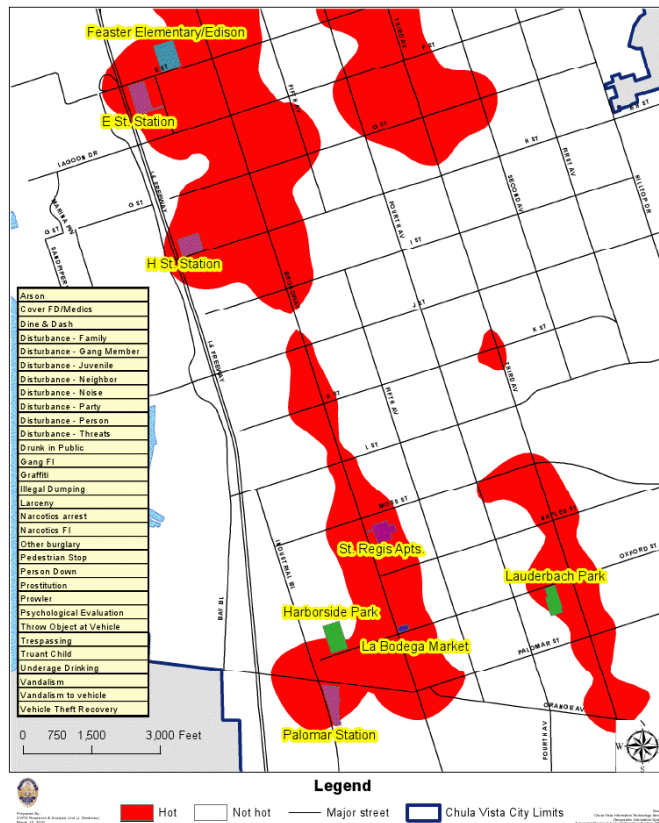
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2007 Disorder Indicator Hot Spots



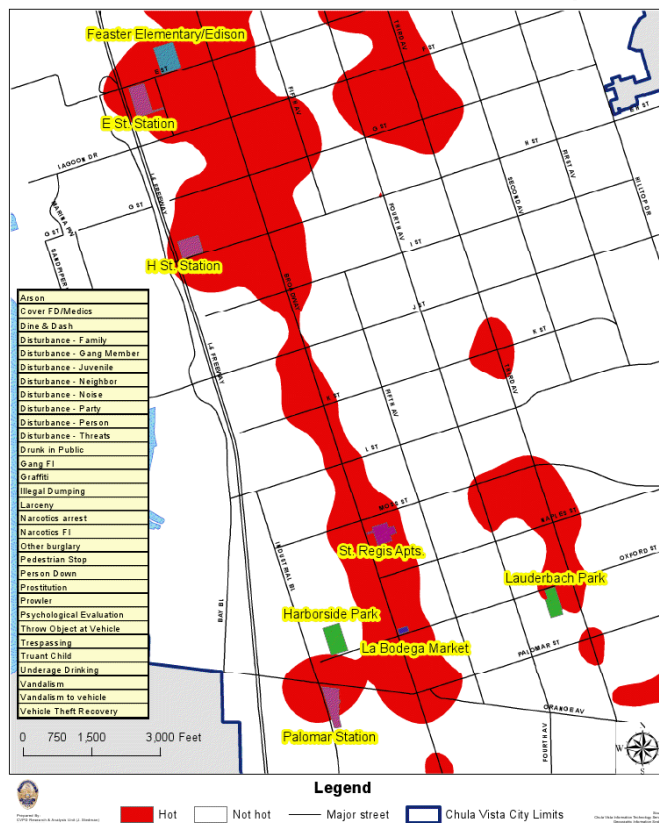
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2008 Disorder Indicator Hot Spots



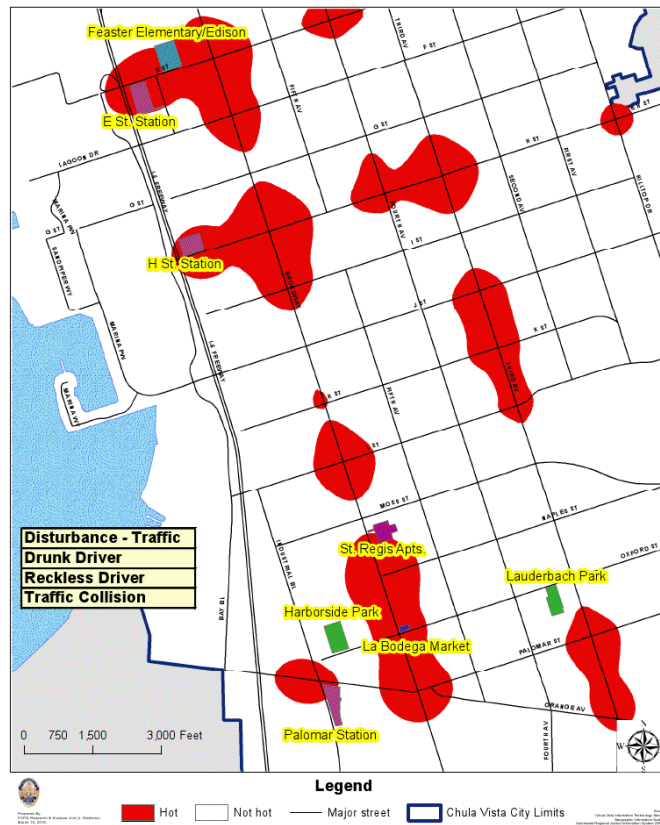
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2009 Disorder Indicator Hot Spots



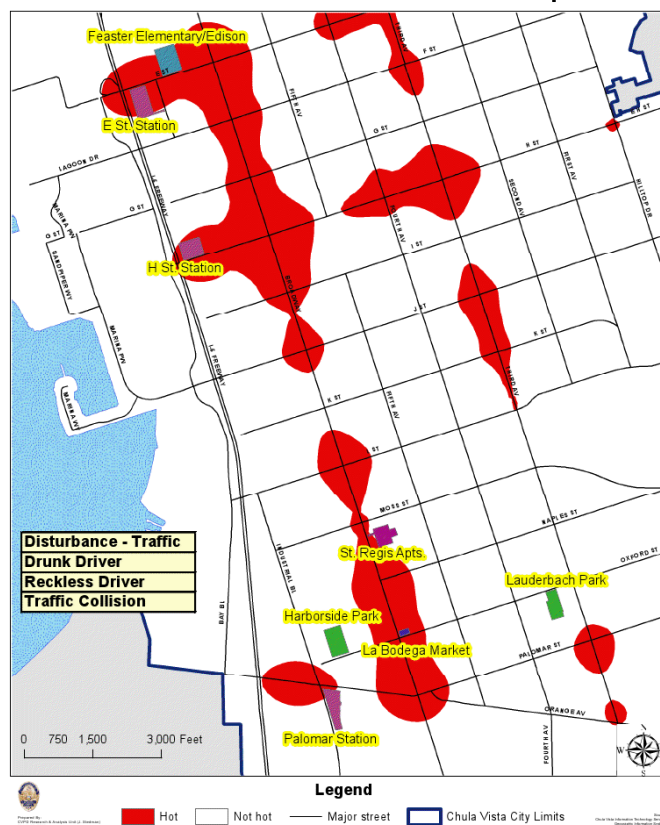
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2007 Traffic Indicator Hot Spots



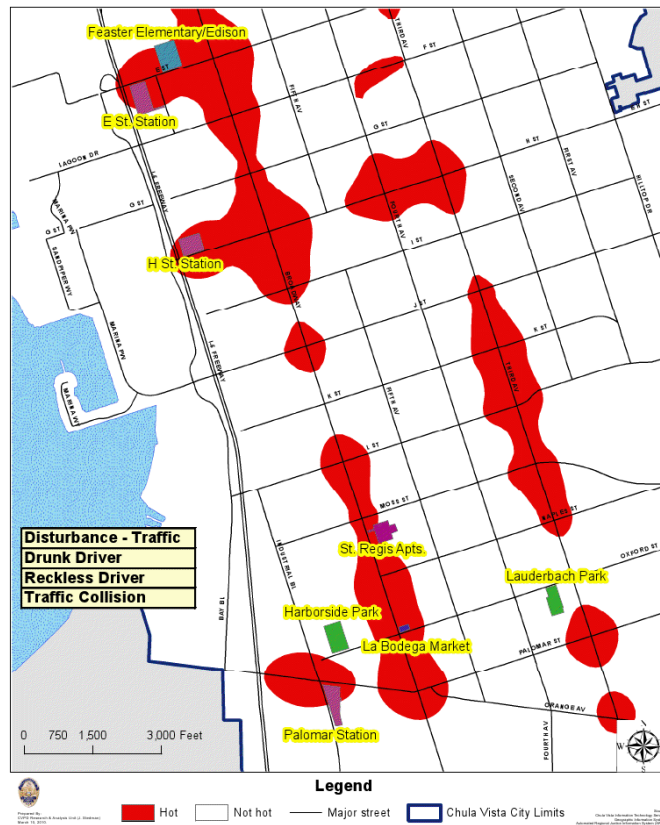
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2008 Traffic Indicator Hot Spots



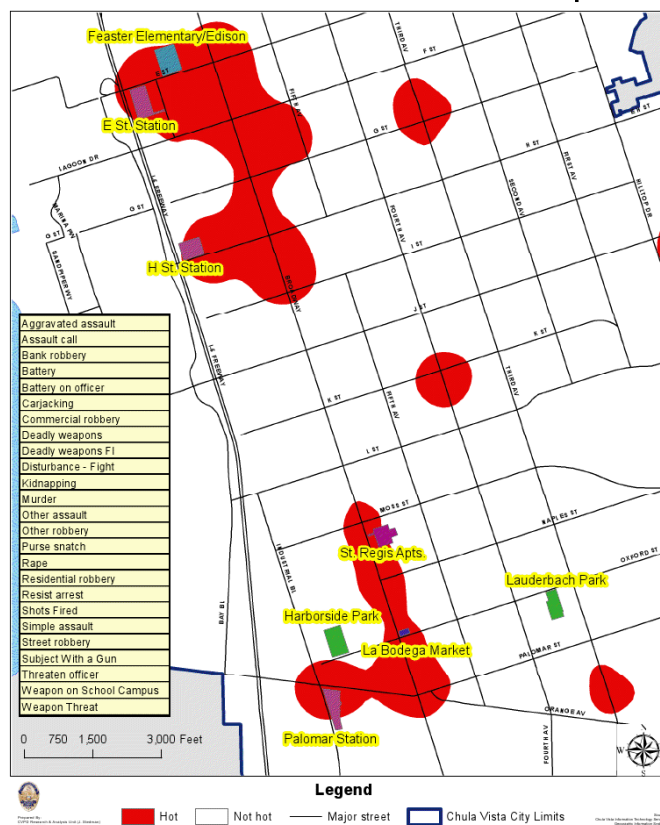
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2009 Traffic Indicator Hot Spots



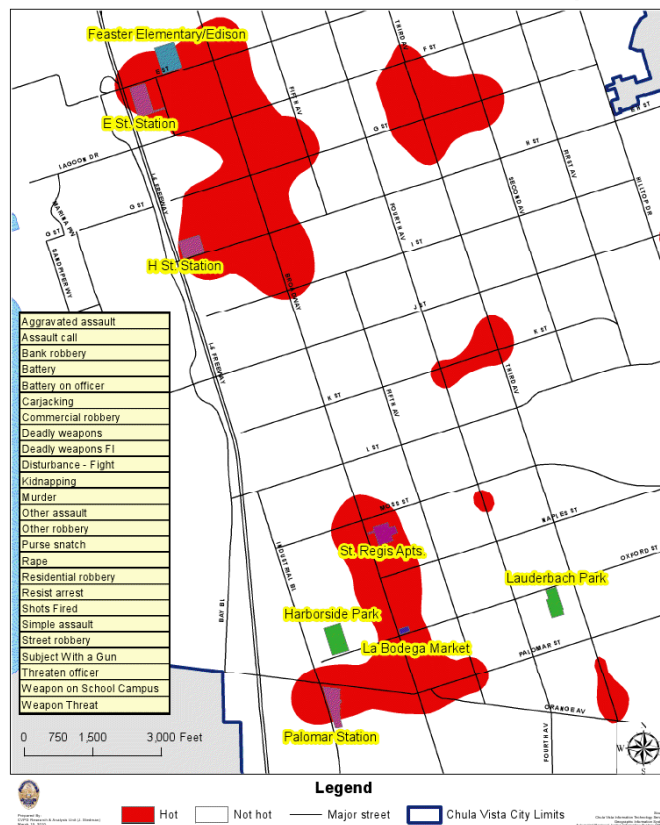
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2007 Violence Indicator Hot Spots



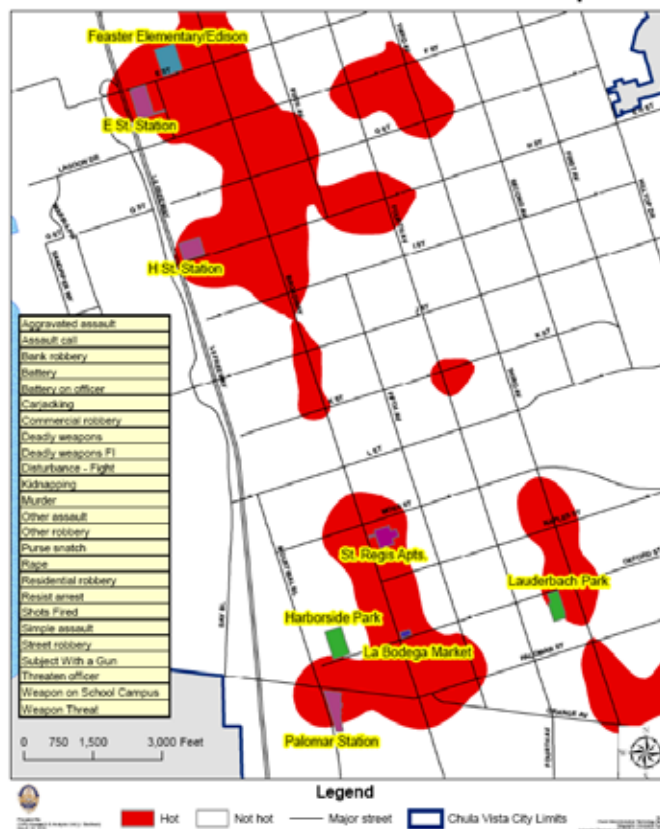
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2008 Violence Indicator Hot Spots



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2009 Violence Indicator Hot Spots



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Harborside Park

Site #
1



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General impressions of Harborside Park...

"Harborside sort of
safe during the day"
Age 13

"We should evoke a
pride for community"
Age 18

"Clean track, green
and open"
Age 19

"85% safe"
Adult resident

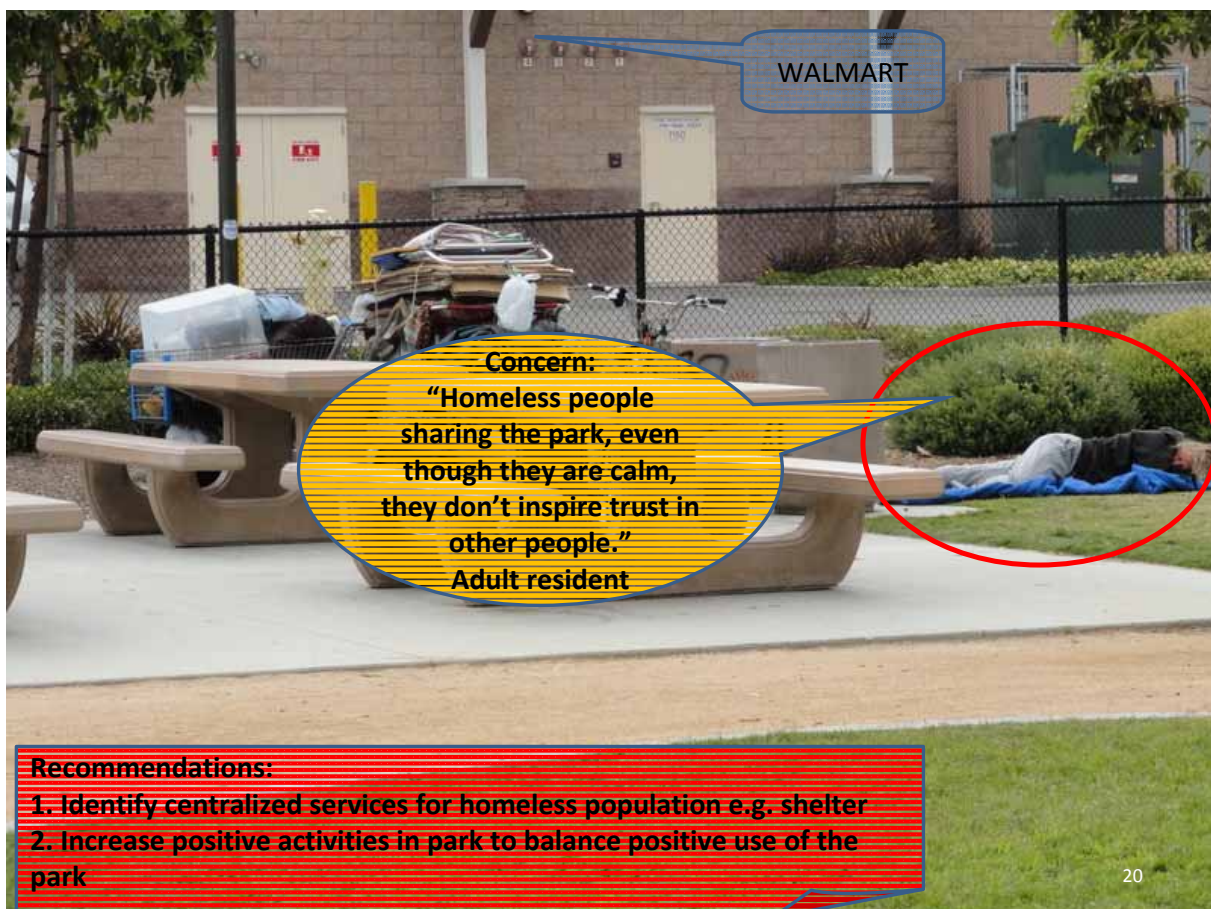


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General Concerns at Harborside Park

- Presence of homeless/transient population
- Potential entrapment areas
- Lack of visibility

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Additional Recommendations

- Additional white lighting in HHSA-SR parking lot (northwest end & next to skate park)
- Include art in/around skate park section of park
- Cut down overgrown shrubbery around “rest area” immediately north of the skate park to increase visibility & safety
- Engage Palomar Commerce Center businesses in planning to address transient/homeless related safety issues that affect quality of life in the park
- Enforce existing alcohol & tobacco laws

23



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General impressions of Lauderbach Park...

"Lots of land, trees &
shade"
Age 13



"Like the amount of
space in back of park
to play soccer & other
sports"
Age 18

"Nice kids play
area"
Age 13

25

General issues of concern at Lauderbach Park

- Park is generally isolated and not noticed by the public
- Evidence of gangs/tagging crews
- Former Boys & Girls Club unoccupied, vacant since 2008
- Illegal alcohol consumption at park
- Presence of homeless/transient population

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**Boys & Girls
Club vacant**

Concern:
"The park is hidden
behind an unused
building...the park
would feel safer if the
building was
incorporated"
Age 19

Recommendations:

1. Identify a new tenant for building that will embrace & utilize the park space in conjunction with the building
2. Host activities at park and building that engages all age groups & cultures

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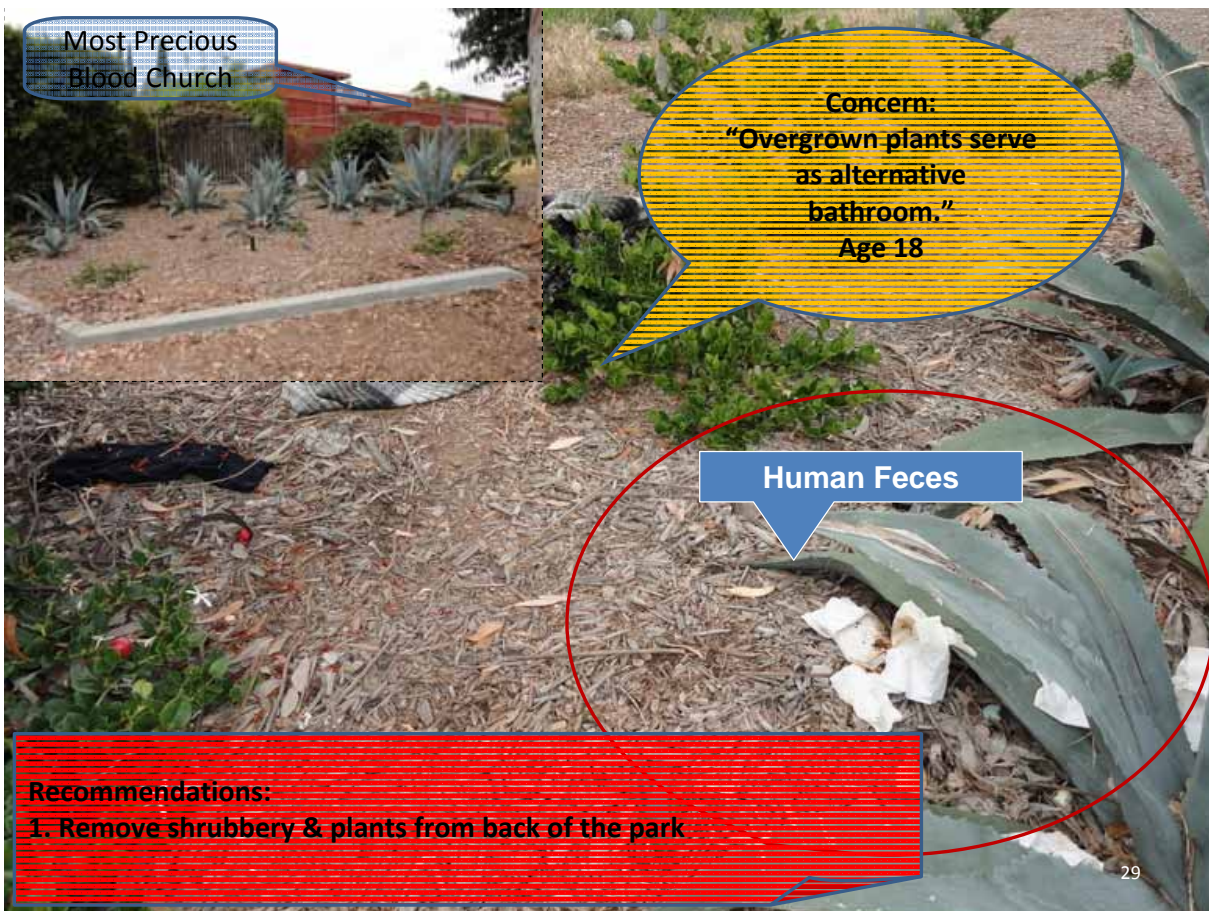
**Most Precious
Blood Church**

Concern:
"When you approach the
homeless people you
don't know what to
expect"
Age 18

Recommendations:

1. Identify centralized services for homeless population i.e. shelter
2. Increase positive activities in park to balance positive use of the park
3. Put murals/community art outside of bathroom walls, on doors & on benches

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Additional Recommendations

- Immediately occupy former Boys & Girls Club with new tenant
- Increase signage at the entrance or use wayfinding & community art strategies to increase public access and awareness of Lauderbach Park
- Enhance lighting at basketball court and soccer field areas
- Generate planned activities at the park in the evening and on weekends
- Explore Partnerships with Most Precious Blood Church, New Life Church, and adjacent apartment tenants to increase park surveillance on evenings and weekends

Park Site Examples of East Chula Vista

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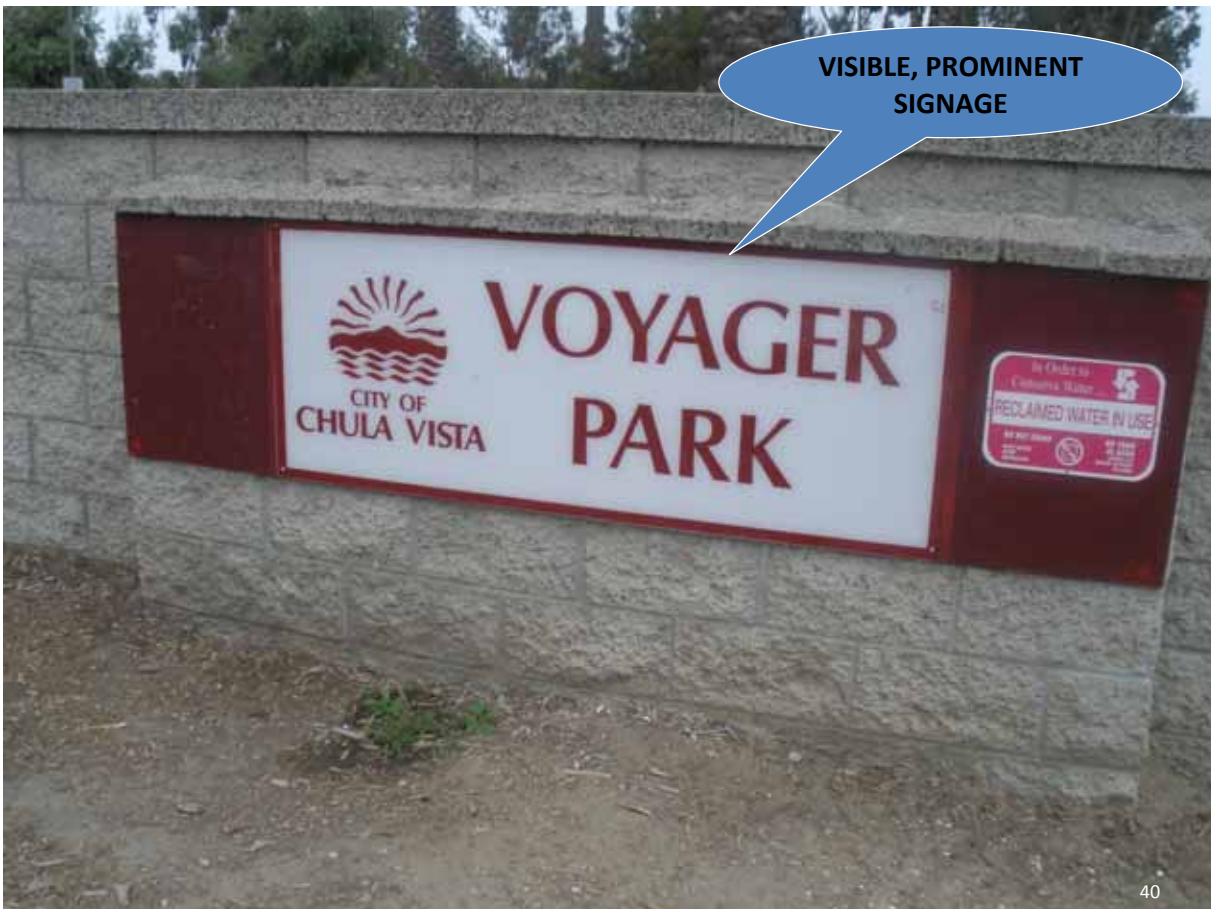


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**QUALITY BATHROOMS
THAT ARE CLEAN &
WELL MAINTAINED**

39



**VISIBLE, PROMINENT
SIGNAGE**

40



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44



**OPEN ENVIRONMENTS
ARE PLACES OF REFUGE
AND SERENITY**

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7/7-7/21/10: BOOTCAMP: EASTLAKE...OUTDOOR FITNESS (Eastlake-Chula Vista)

Date: 2010-07-04, 8:21AM PDT

Reply to: event-a6hvf-1825199097@craigslist.org

MOUNTAIN HAWK PARK

MON|WED|FRI

6:00-7:00PM

7:00-8:00PM

NO CROWDED GYMS!

NO LURKERS!

NO MEMBERSHIP FEES!

JUST RESULTS FROM A FUN, CHALLENGING WORKOUT!

Typical Workout:

- * Active Isolated and Balistic Flexibility
 - * Calisthenics
- * Body Weight and Resistance Exercises
 - * Running/Cardio Drills
 - * Medicine Ball Drills
- * Abdominal and Core Exercises
 - * Static Stretching

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WHAT DO WE FEEL IS POSSIBLE WITH OUR PARKS IN WESTERN CHULA VISTA?

47



Balboa Park, San Diego

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Stanton Street Summer Sundays

<http://www.boweryboogie.com/2009/08/stanton-street-summer-sundays.html>



Summer In The Park 2010
Co-Sponsored by
Tony AZAR

Trolley Barn Park • Adams Avenue and Florida street
Free Concerts from 6:00 - 8:00pm on Friday Evenings

July 9	The Corvettes	Doo-Wop & Motown Show Band
July 16	West of 5	70's to Now Rock!
July 23	Three-Chord Justice	Country Classics
July 30	Len Rainey & the Midnight Players	
August 6	Sue Palmer & Her Motel Woogie & Swing	

Come out this summer for fun & free entertainment right in your own neighborhood!
Bring a picnic dinner or try our mobile vendors for ice cream & coffee treats.
Visit our website at www.uhcdc.org for links to bands appearing at "Summer in the Park" 2010!



North Park, San Diego

51



Oakland, CA

52



Oakland, CA

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Oakland, CA

54



Oakland, CA (Downtown Area)

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1 City, 2 Distinct Populations with a Different Reality – And BOTH can be VIBRANT

Suburban

- Lots of open space
- Places of refuge / serenity
- Community centers and parks
- Master Planned
- Walkways and bikeways with buffers for pedestrians
- Access to a balance of resources and uses that are compatible

Urban

- Very busy, high traffic
- Density: Limited # of parks and open space
- Little to no designated areas or pathways for walking and biking
- Mixed use in some areas is incompatible
- Public safety is an issue due to gangs and graffiti

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Recommendations for Revitalization of Parks in Western Chula Vista

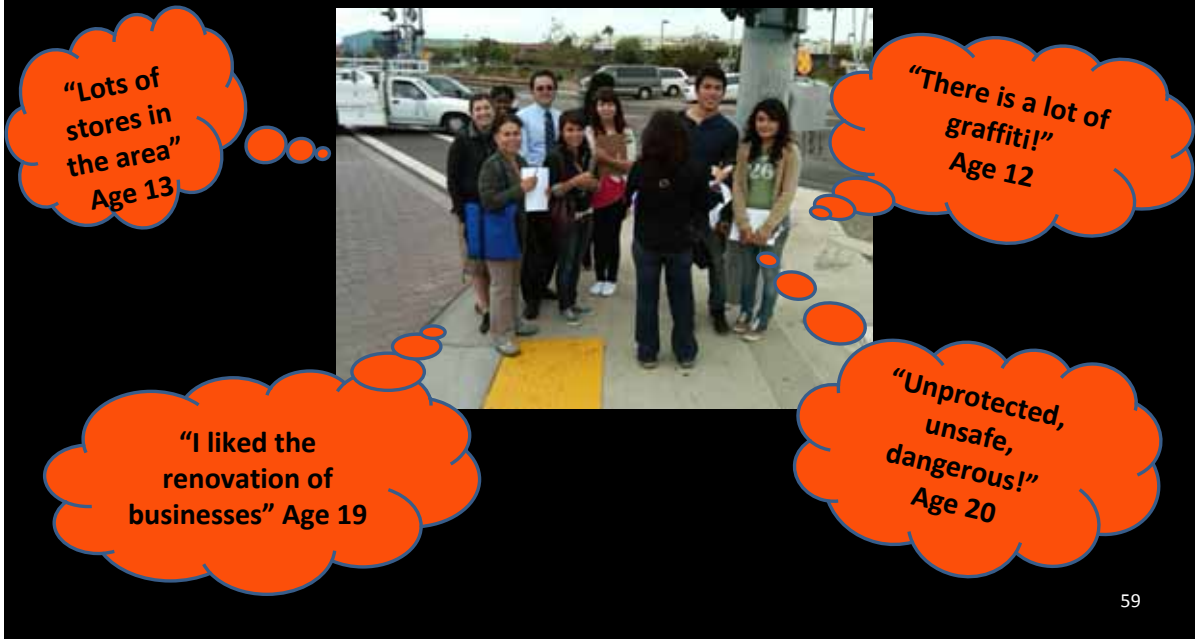
- Reinvent parks as central “destinations” within neighborhoods through wayfinding strategies (e.g. community art on electric boxes)
- Reinvent parks as “gathering places” for local residents through cultural/social activities and demonstrations. Improve park features to facilitate gathering (e.g. performance stages, adult exercise equipment)
- Encourage physical activity and increased public use of parks by establishing marked walking and biking (and distance) trails from neighborhoods to park locations

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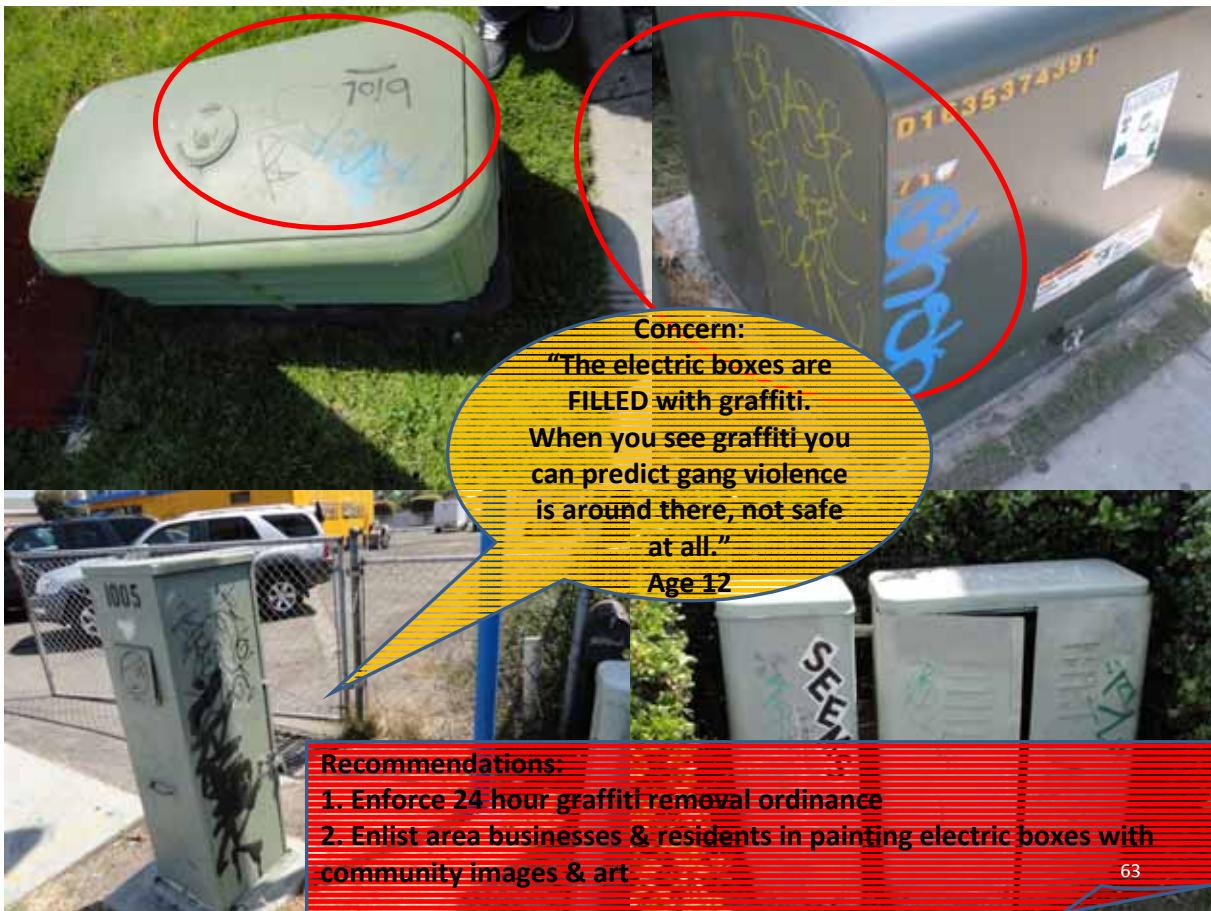
General impressions of St. Regis apartment neighborhood...



General issues of concern at St. Regis apartment neighborhood

- High traffic area, very busy
- Visible Blight: Adjacent empty lot just north of property (overgrown weeds, graffiti)
- Evidence of Disorder/Gangs/Tagging Crews
- High number of Entrapment Sites in/around Apartment Complex
- Types of Businesses in the Surrounding Area (liquor stores, tattoo parlor, etc.)







Additional Recommendations

- Establish a Crime Free Multi-housing ordinance & training program for apartment management
- Convert adjacent vacant lot to a pocket park or community garden site
- Explore design strategies to eliminate barriers and the number of entrapment sites between apartment complex and surrounding businesses
- Explore opportunities to bring social services for children and families into the apartment complex site (tutoring, computer lab, additional security)
- Create a campaign encouraging community members to respect Chula Vista's diversity and recognize it as an asset

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EXAMPLES OF NEIGHBORHOOD REVITALIZATION

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Chula Vista, CA

Los Vecinos Apartment Complex



69



Bankers Hill, San Diego

70



Portland, Oregon

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CPTED perspective

The International CPTED Association Newsletter

volume 7 - issue 3 - aug 2008

murals lift communities

The opposite of graffiti

*the new Orpail,
Community Safety and Youth Worker
Toronto, Canada*

Sometimes CPTED means taking on the task of the communities to address some of the most serious problems. Much more one way to do that, throughout the world there have been murals on the wall as long as there has been people to scratch them. From the prehistoric cave paintings at Lascaux, I think to the ceremonial and warning murals of Ancient Egypt, Greece, Rome, India and Mesopotamia.

In modern urban environments, from Berlin to Boston, graffiti has become a form of mural art, exhibiting the anger and rebellion of disenfranchised city youth. From China to Russia and from New York to Africa, east and West have used the spray-painted propaganda to propagate the culture of mass consumption.

Even today the industrial mural scene is more on the decline, like their in other countries a mural is the end of the line for becoming an industrial site, one to be torn down, not well. A good design will connect murals in relation to their natural or architectural setting, allowing the piece to become a social, political, cultural and aesthetic habitat.

see "Mural art to

Wall Murals in China



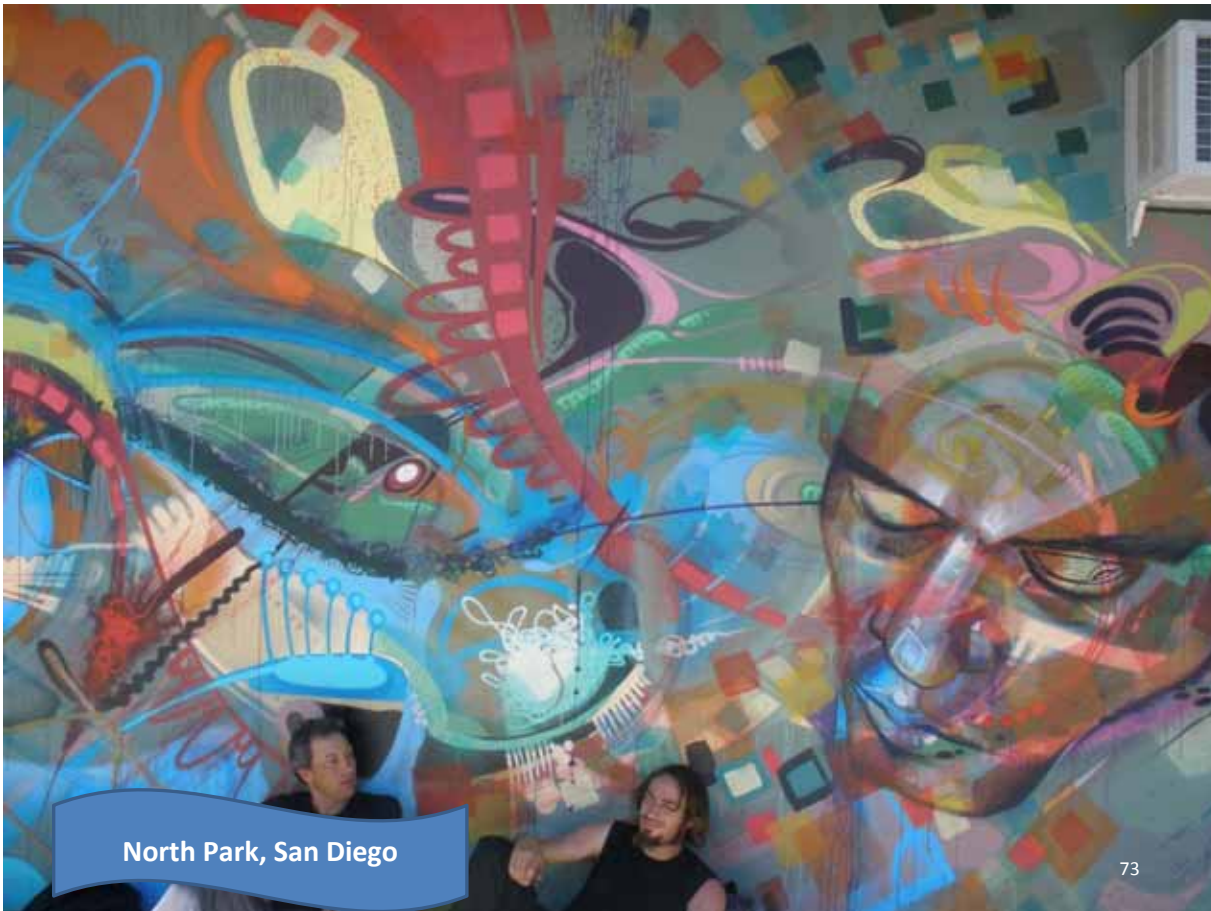
Also see section on metro graffiti. They are urban wall art and can add artistic interest to a place. This is a sample from Brooklyn, New York.

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North Park, San Diego

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Southcrest, San Diego

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Southcrest, San Diego

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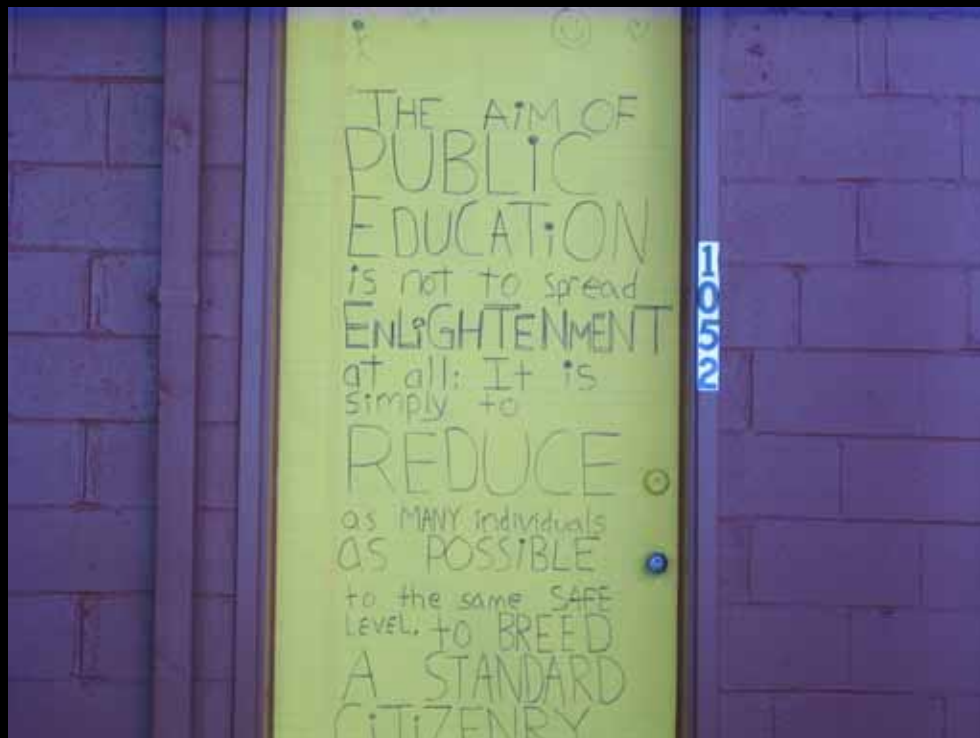
Southcrest, San Diego

76



Indianapolis (garage door mural in neighborhood)

77



Indianapolis (door mural to a residence in neighborhood)

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Gaslamp Quarter, San Diego

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Gaslamp Quarter, San Diego

80

Showcasing Street Art in Urban Landscapes

- “It changes the way you relate to a city. It makes it a more intimate environment where you have these moments (when you see the art) that are only yours ... It is no longer a place where every element is tightly controlled by the city’s power structure or the businesses that support and control it. It is now your city, where you can build whatever narrative you want from this really small moment of recognition.”

- Lucia Sanromán, Associate Curator, Museum of Contemporary Art, San Diego – June 18, 2010 (San Diego Union Tribune)

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Requests to the City

1. Support revitalization of Broadway & Moss corridor:
 - a. Convene neighborhood businesses, SDGE, CiCV, HHSA, Elected officials
 - b. Discuss community need
2. Present neighborhood revitalization strategies
 - a. Commission community art projects in immediate/surrounding areas
 - b. Redesign empty lot on Moss St. to become a community garden or pocket park
3. Develop plan of action & timeline for projects involving local youth & community members
4. Develop a model to revitalize Western Chula Vista neighborhoods “block by block” using the Broadway & Moss project as the blueprint

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Palomar Trolley Station

Site #
4



83

General impressions of Palomar Trolley Station...

"West of the station it has nice sidewalks"
Adult resident



"I like the remodeled roundabout"
Age 20

"There are a lot of businesses, so there is people"
Age 20

84

General issues of concern at Palomar Trolley Station

- Evidence of disorder, gangs and tagging
- Pedestrian safety from the trolley to surrounding areas
- Transient/homeless issues in surrounding areas

85



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Palomar Station

Concern:
 "Vandalism. People
 destroying facilities
 designed for the
 community"
 Age 20



Recommendations:

1. Work with MTS to repair vandalism as soon as it happens
2. Increase security/police patrol at trolley stations to discourage negative activities & vandalism of property

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Palomar Station

Concern:
 "Cannot pay with
 debit card, very
 inconvenient"
 Age 22

Recommendations:

1. Ensure that trolley ticket machine is properly working at all times to promote safety and avoid exposing trolley users to additional dangerous situations

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Concern:
"We encountered this person on our walk from HHSA SR to Palomar Trolley Station. He lives in bushes next to railroad tracks, across the street from Palomar trolley station"
Adult resident



Recommendations:

1. Identify centralized services for homeless population i.e. shelter

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Evening assessment observations

- Alcohol consumption among youth
- Harassment of women
- Bullying and aggressive behavior among youth
- Evidence of anxiety among trolley users
- Poor lighting & visibility in parking lot

90

Additional Recommendations

- Replace yellow lighting with white lighting throughout the parking lot
- Improve walkability infrastructure around Del Taco leading into the Palomar Commerce Center
- Enhance site with public art, vibrant colors and new gathering areas
- Enforce alcohol laws or increase signage regarding alcohol laws
- Remove adult entertainment periodicals from newsstand area
- Maintain the trolley ticketing machines to always accept credit card payments

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General impressions of H St. Trolley Station...

"I like the
entrance and
overall
infrastructure"
Age 18



"Smaller, cleaner,
but too many hiding
place"
Age 13

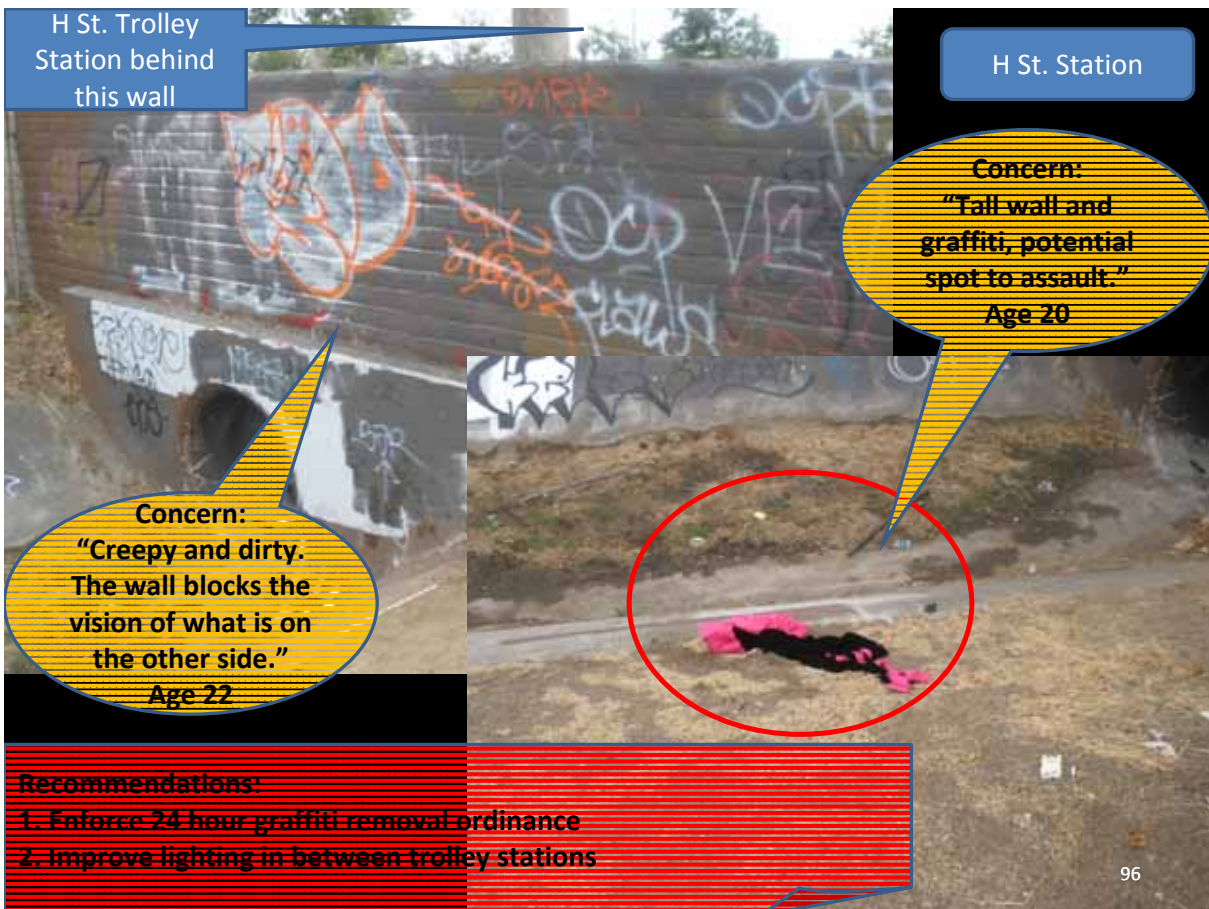
"Better than Palomar
Trolley station, more
surveillance"
Age 25

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General issues of concern at H St. Trolley Station

- Evidence of disorder and gangs at/around site
- Alcohol and unhealthy food consumption in the parking lot
- Entrapment areas at site
- Aged, blind, disabled inaccessibility and non-compliance in bus transportation area
- Visible blight & vandalism
- Surrounding business/marketing environment

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Concern:
"Unhealthy choices."
Age 18

Recommendations:

1. Work with health department to educate food vendors to provide healthy options for trolley users
2. Explore possibility of no-alcohol ordinance on MTS property

97



H St. Station

Concern:
"Soda machines encouraging fat America; little to no water selections."
Age 19

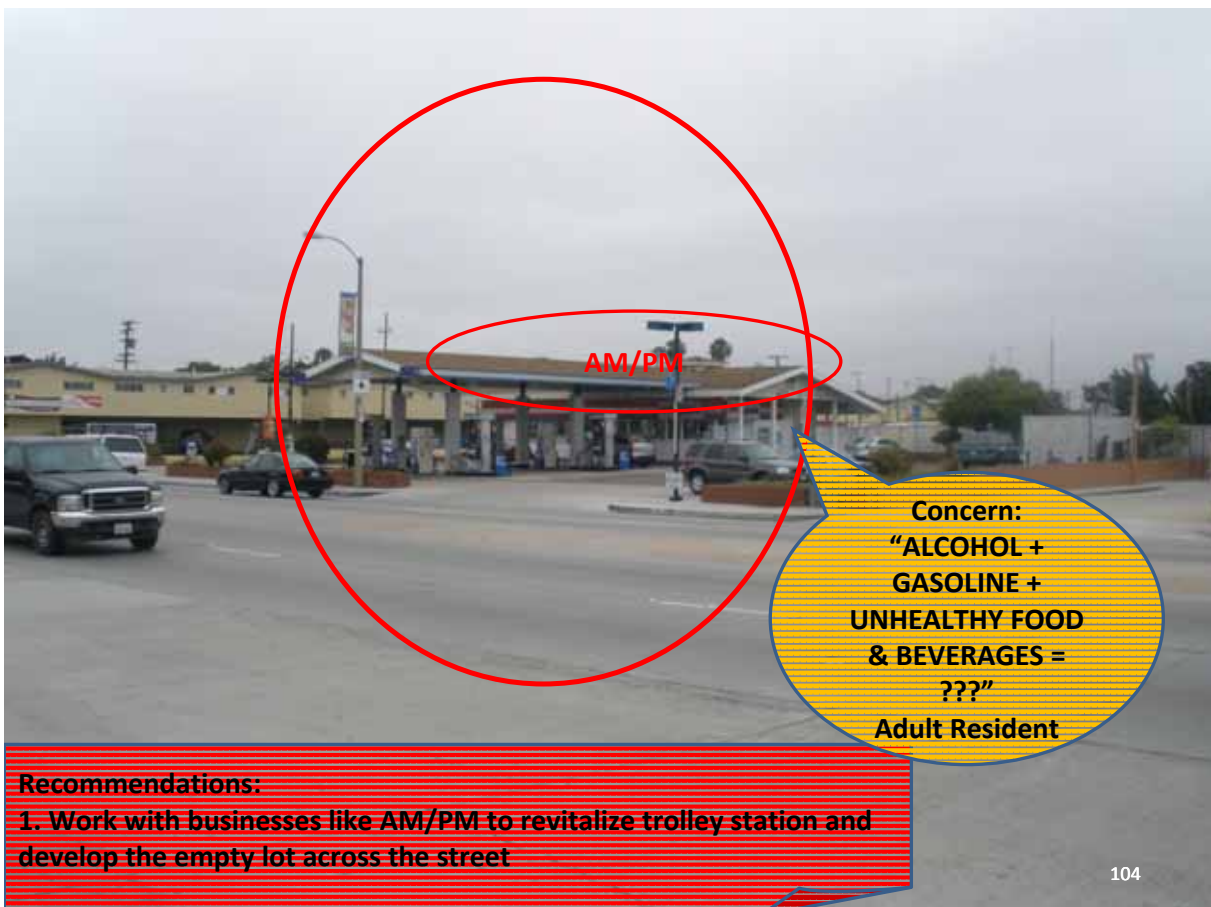
Recommendations:

1. Enforce 100 % Healthy Vending Policy in Chula Vista
2. Ensure that vendor provides water as a more prominent option in vending machines

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Evening assessment observations

- Evidence of anxiety and stress among trolley users
- Poor lighting & visibility throughout parking lot
- Presence of youth and adults with aggressive behavior

105

Additional Recommendations

- Replace yellow lighting with white lighting throughout the parking lot (one light was in need of repair in the middle of H St. Trolley parking lot)
- Ensure access and compliance with current ADA standards
- Enhance the site with public art, vibrant colors and simple gathering places
- Increase signage regarding alcohol laws
- Remove adult entertainment periodicals from newsstand area
- Limit prevalence of soda advertising
- Maintain trolley ticketing machines to always accept credit card payments

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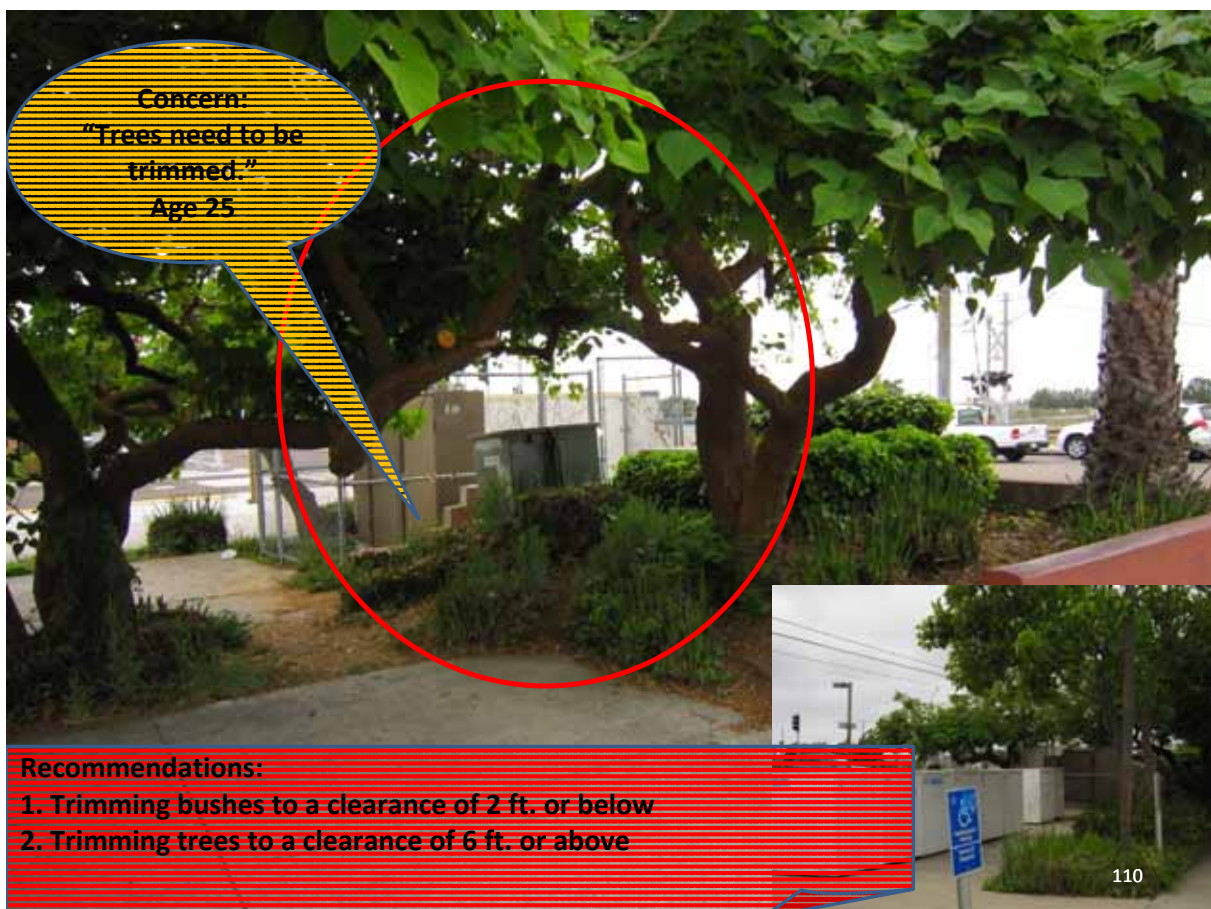
General impressions of Bayfront (E St.) Trolley Station...

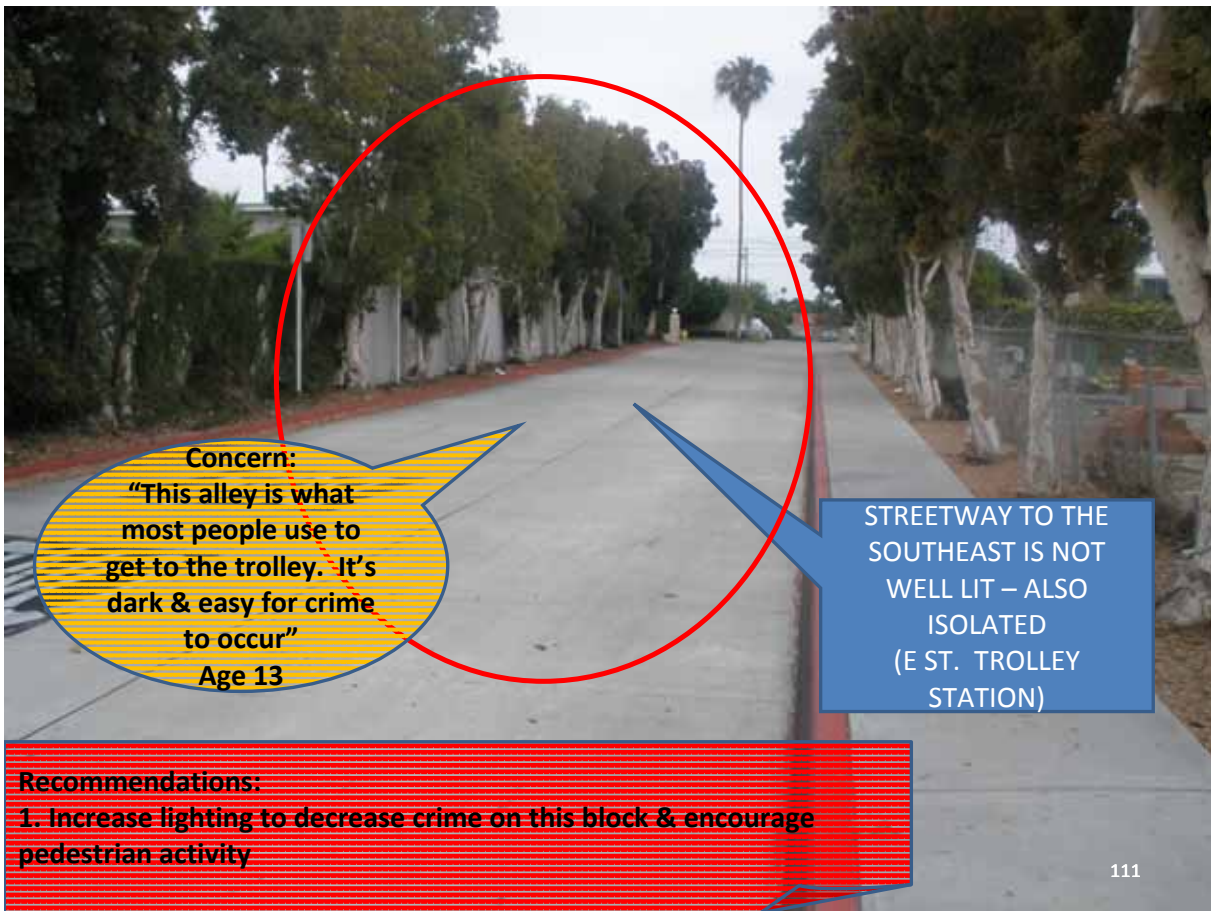


General issues of concern at Bayfront (E St.) Trolley Station

- Entrapment areas / Areas of Isolation
- Evidence of Disorder & Gangs
- Lack of Compliance with City of Chula Vista 100 % Healthy Vending Machine Policy (Visitor's Center)
- Business/retail environment
- Marketing & Advertising environment

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Concern:
"INSIDE THE VISITOR'S CENTER, HEALTHY VENDING MACHINE POLICY COMPLIANCE?"
 Adult Resident

Recommendations:

1. Enforce City of Chula Vista 100% Healthy Vending Policy
2. Ensure that City vending machines have healthy choices

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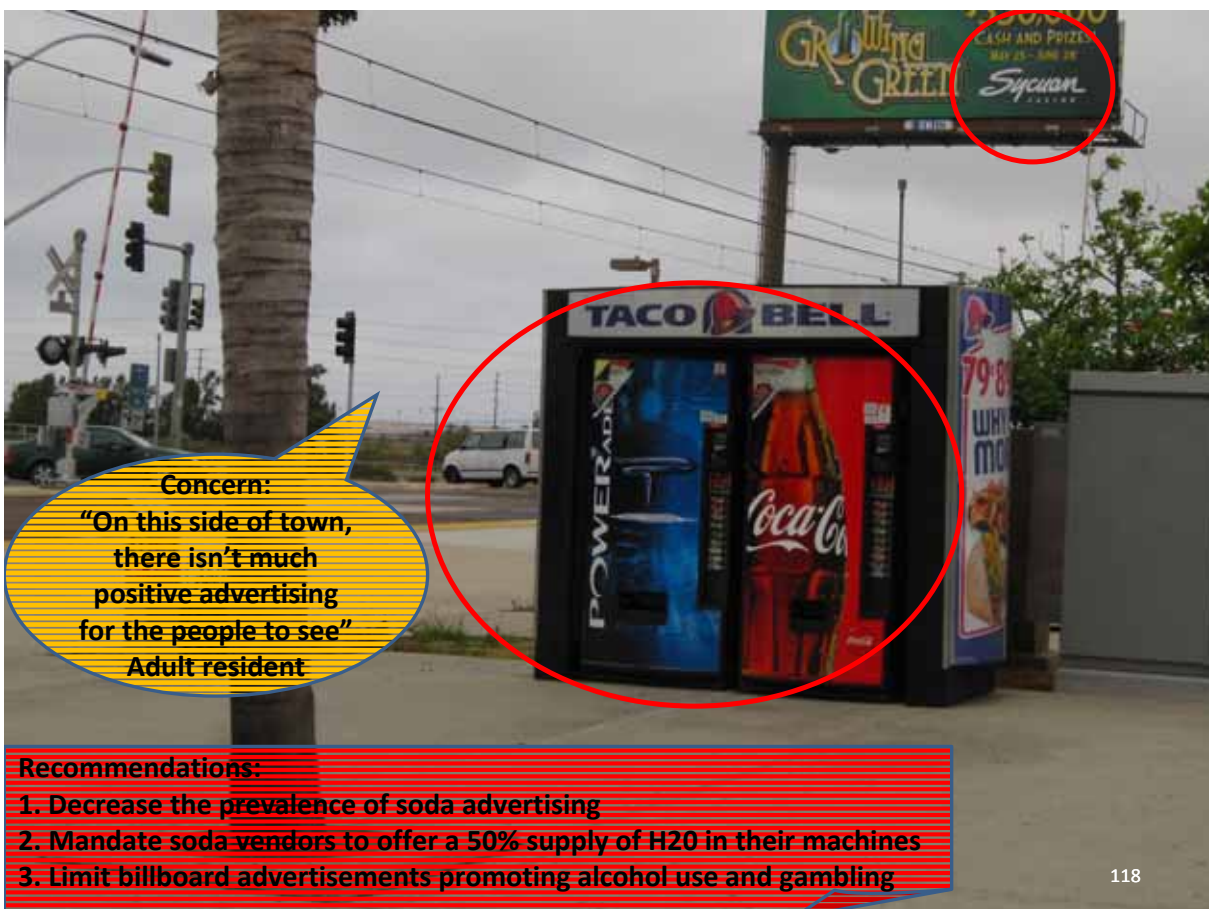
Concern:
"There are a # hotels and motels on this block. Why are there so many here?"
 Age 19

Recommendations:

1. Ensure that hotels and motels in our City do not rent rooms by the hour
2. Conduct sting operations to deter human and child sex trafficking

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Evening assessment observations

- Evidence of anxiety and stress among trolley users
- Poor lighting & visibility throughout parking lot
- Presence of youth and adults with aggressive behavior

119

Additional Recommendations

- Replace yellow lighting with white lighting throughout the parking lot
- Reduce the prevalence of soda advertising
- Add a water fountain to the site
- Ensure compliance with 100% Healthy Vending Machine Policy
- Remove adult entertainment periodicals from newsstand area
- Improve the path across the tracks for wheelchairs
- Increase visibility of bike racks at the site
- Enhance site with public art, vibrant colors and new gathering areas

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EXAMPLES OF REVITALIZATION IN TRANSIT ORIENTED DEVELOPMENTS

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Portland, Oregon

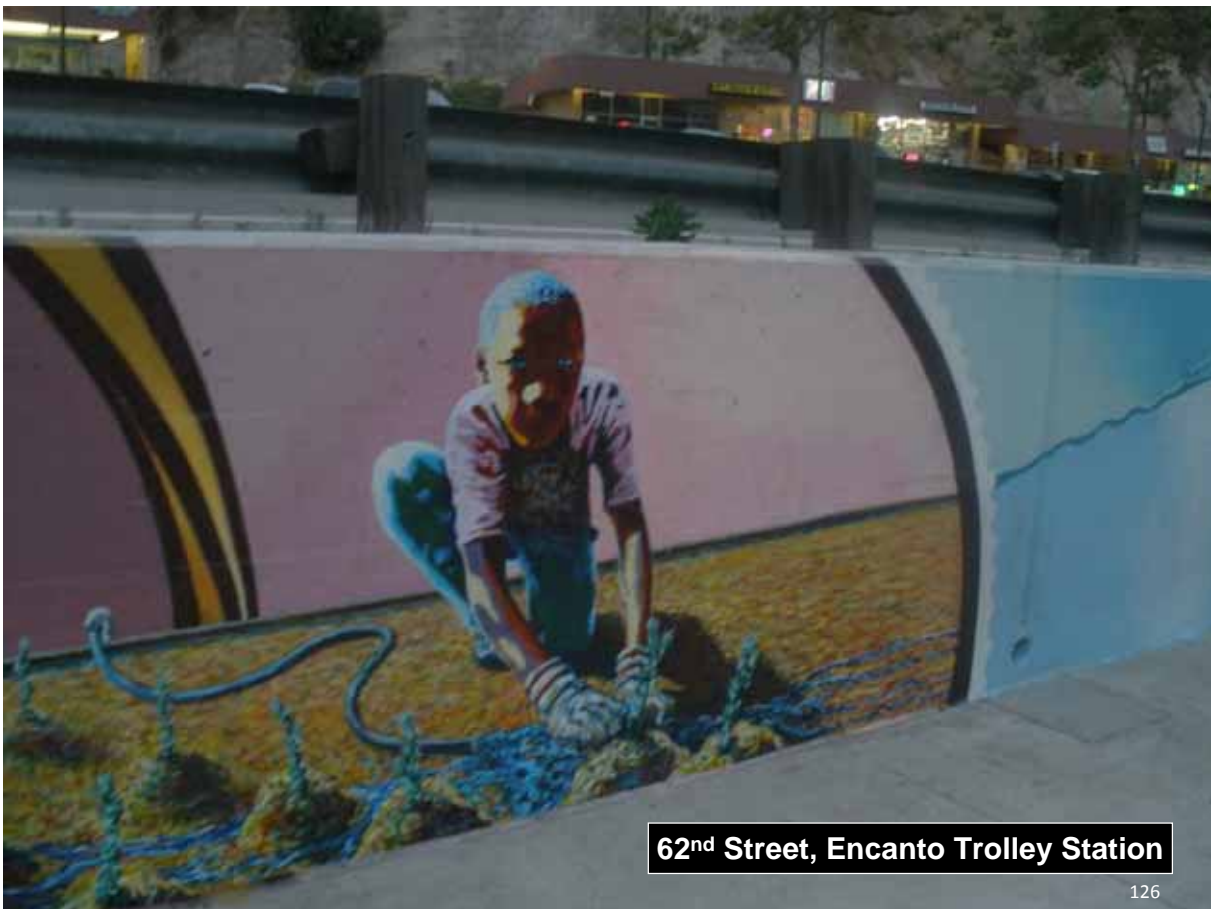
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Southeastern San Diego

62nd St., Encanto Trolley Station



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62nd Street, Encanto Trolley Station

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“It’s a moment where urban culture, urban tribes, urban gestures, the city, the postmodern city even, is really the content of our experience ... And this type of art really reflects that. I don’t know what will happen over the long term, but it certainly captures this moment.”

Lucia Sanromán, Associate Curator,
Museum of Contemporary Art, San Diego
– June 18, 2010 (San Diego Union Tribune)



12th Street, City Center BART Station (Oakland, CA)

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12th Street, City Center BART Station (Oakland, CA)

130



12th Street, City Center BART Station (Oakland, CA)

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Why Should We Revitalize Trolley Stations in Western Chula Vista?

- Our trolley stations are reflections of our COMMUNITIES' pride and image
- Our communities' public spaces represent the PEOPLE who live in this community
- We believe that URBAN AREAS can be beautiful, vibrant and attractive for our visitors and those who live here ...

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